



# QUALITY POLICY

As İdeal Seramik Sıhhi Tesisat Malzemeleri San. ve Tic. A.Ş.;

Increasing its market share by being among the leading companies in the ceramic sanitary ware industry,

To use resources effectively and efficiently to achieve our goals and objectives,

To be a reliable and most preferred brand by meeting customer needs and expectations in the fastest, the most accurate and timely manner,

To increase the quality levels of auxiliary materials that complement our products within the framework of technological developments in an effective cooperation with our suppliers,

To improve the quality of workforce, products and services by following the innovations and technological developments in the sector,

To fulfill the satisfaction of all our stakeholders with a service understanding based on ethical values, within the legal and regulatory requirements,

To determine our effects on the product and our employees in advance by making risk assessment of our products and processes, to carry out studies to eliminate or minimize possible risks,

Increasing customer satisfaction by bringing the fastest and definitive solution to problems with our service personnel consisting of the best in their fields without sacrificing care and quality as after-sales services,

To apply the requirements of the Quality Management System standard together by increasing the training and motivation of all our employees and to ensure continuous improvement by periodically evaluating the performance of the QMS,

Keeping up with technology developments and developing new products in line with customer needs,

To fulfill the responsibilities and activities in accordance with legal requirements and related requirements in order to prevent environmental pollution and ensure occupational safety,

To use energy efficiently while producing products in our processes, to develop projects to reduce energy consumption and to increase energy efficiency by researching alternative sources,

To fulfill applicable requirements arising from the context of our organization and the needs and expectations of the relevant parties,

It is designated as our quality policy.

C.E.O  
Nuri GÖNENÇ